



process  
engineered  
software



*"Reflex has filled the void in the Real Estate software market by combining development and property management activities into one fully integrated system. It has allowed us to better manage the diverse components of our business, including land development, condo construction and property management, through leveraging the synergies of a single, ERP solution."*

**Phil Posehn,**  
**Controller,**  
**The Century Group**

## Reflex:

### Fully Integrated Software for the Real Estate Industry

Reflex is fully integrated, cost-effective, enterprise software for the real estate industry. Our philosophy is simple: real estate developers need a single software system that manages all facets of their business in order to streamline business processes and provide optimal access to information. We provide companies with the power of one system.

Far too many organizations try to interface a myriad of software products to run their business. They might have one product for accounting, another for production and yet another for sales and customer relationship management. To complicate matters further, they will often add another tool in order to try and report off these multiple software packages! The results are less than optimal and in many cases, unworkable.

Using Reflex, organizations can run all of their critical functions. One system provides seamless, real time access to information across the enterprise. Management and staff are given proactive control and are enabled to make better business decisions.

- Land Development
- Construction
- Homebuilder
- Property Management (Commercial and Residential)
- Manufacturing
- Financial Management
- Sales Center & Client Relationship Management (CRM)
- Service Center
- Performance Dashboard (myReflex™)

### About Reflex Software Solutions

Reflex Software Solutions has been developing and implementing software since 1977. We've helped over 500 companies and government organizations improve their business processes through the use of our technology. The stability of our management team and our ownership is rare in a business environment that sees software companies come and go or experience constant changes of ownership. Reflex is committed to meeting the software needs of our clients over the long term.



## Delivering Real Business Benefits

**Streamline your business with the only end to end software for the real estate industry.** Reflex is a complete software system. It seamlessly manages all facets of the development process – land development, homebuilding, construction and property management – as well as managing Sales and Service. The entire solution is backed by a full financial management suite and is designed to seamlessly work together to help streamline your business processes.

*"What's really impressive is the software's process orientation...Builders who have been searching for years should at least take a look"*

Steve Zurier,  
Senior Technology Editor,  
Builder Magazine

**Complete access to real-time information across the enterprise.** Access to information is one of the key advantages of a fully integrated software system. Reflex provides real-time information about any and every facet of your business, enabling better business decisions.

**Reduce errors and save time with Process Automation.** Automating key processes reduces errors, saves time spent on manually updating information and reduces training time for new users. Reflex is process engineered software. We've created a Process Assistant and Training Instructor (PATI) to walk users through any given series of steps.

**Today's technology.** Reflex is committed to developing all of its products using Visual Studio, C#, and the Microsoft .NET framework. Using today's technology let's us develop faster, to deliver enhancements to our customer on time, and to build better, more robust software.

**Manage proactively - be alerted to critical incidents before they cause problems.** Reflex gives you the power to monitor your business, specify alerts and be notified of key events within myReflex™ - our performance dashboard.

**An intuitive interface increases usability.** Reflex products take advantage of the look and feel of standard, Microsoft products. Having a familiar interface saves valuable training time and increases usability. Reflex seamlessly integrates with Microsoft Outlook and Microsoft Project – giving users the ability to continue using these products within the Reflex environment.

**Customers have input into future releases.** Reflex Software Solutions builds its own products. We are not a reseller. We design and develop all of our code – including our own financial management package. Reflex customers have direct access to influence future product enhancements.

**One vendor equals better customer support.** Running multiple software solutions leaves companies open to software vendors and channel partners playing "the blame game". By dealing with one vendor, instead of wasting precious time fault finding, we work with our customers to focus on getting their problem solved quickly.